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## TLS Newsletter, Volume 3, Edition 1. January 2010

UNF Transportation and Logistics Society

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# TLS Transportation & Logistics Society University of North Florida

## TLS NEWSLETTER: BEYOND THE CLASSROOM

### Executive Board Spring 10

President—Toby Robin

Vice President—Ben Richards

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#### Directors:

Social—Cole Norton

Marketing—Lindsey Scarazzo

Asst. Marketing—Mandy Yoder

Recruitment—Joseph Finnigan

Asst. Recruitment—Claudia Gorham

#### Newsletter Editors:

Darline Bernheimer

Robert Garcia



*Join us for the first  
General Meeting  
of the semester!*

**January 20**

**@ 9PM**

**42/1020**

## IN THE KNOW: THE STATE OF THE TRANSPORTATION AND LOGISTICS PROGRAM

By Dr. Robert Frankel

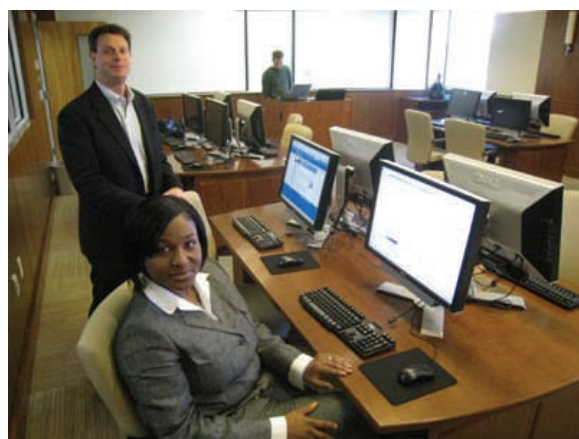
"Where do I see the T&L program being in five years?" I will answer the question in terms of a sports analogy, which shouldn't be a very surprising approach to most of you. Thus for any team (program), the future depends largely upon its level of development (experience), resources (players and the owners), and leadership (faculty, instructors, administrative directorship, TLS, etc.).

First, the T&L program has a solid foundation, although it is far younger than the "big 10-12" logistics programs that are typically ranked higher than UNF. That is a challenge and an opportunity – for both UNF faculty and students. The challenge is ongoing, and it requires both faculty and students to be increasingly and continuously involved with other universities, professional logistics-related organizations, and events that involve both groups. That involvement must increasingly be regional, national and global – and many of you are aware of such examples that the T&L program has participated in recently, or is planning to do so in the near future. So, in five years, I see the T&L program continuing to build and maintain its stature nationally and internationally, and move closer to a #10 ranking – keeping in mind that other programs just ahead of (and behind) UNF have a similar objective of improvement.

Second, the program's "position in the standings" in five years depends to a large extent on its resources of 1) students and 2) financial support from both the university and the external community. In my role, I am tasked to ensure that the program maintains its rigor and relevance in order for students to be an attractive resource to employers. The ability to draw excellent students to the T&L major, and show them what a great career option it is, depends upon faculty and administrators – but in my opinion it's more dependent on TLS and UNF graduates already in the field. As you know, UNF's Flagship designation has brought the program significant financial support. Continuing that support internally, as well as from the external business community, will significantly impact where this program stands five years from now. I believe that the program's students will continue to make it impactful in the future; we see evidence of that in an increasingly diverse scope of companies. I hope for solid financial support five years from now – keeping in mind that is a big challenge for most all universities and their key programs.

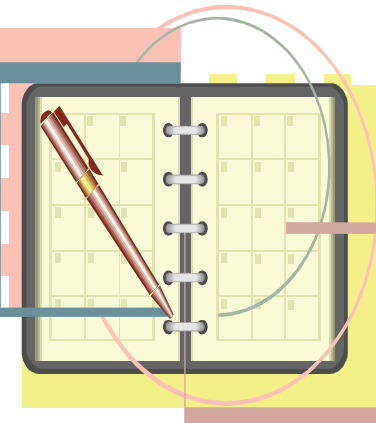
Third, leadership is a key to success. The university determines how many faculty, instructors, and adjunct teachers a program receives; a very important aspect of my job is to argue for an appropriate level of support, in terms of numbers and quality, consistent with the stature of the T&L program. The relationship between this issue and the financial support issue above is obvious. But, pure numbers (and money) don't necessarily provide leadership or guarantee success, of course – examples of failures in sports are numerous. A major reason for the T&L program's success is that it's been blessed with highly committed leadership from faculty (and instructors and adjuncts), administrative support, and students. In five years, I don't see that changing – in fact, I expect that leadership will be stronger, and more importantly, more broad-based.

In conclusion, the issues of development, resources and leadership are (or should be) integrated and are key to successful performance – and that definitely sounds like a sports analogy to me.



Become a  
member of  
TLS today!

For more information contact:  
Lynn Brown: [lynn.brown@unf.edu](mailto:lynn.brown@unf.edu)



TLS Voted UNF's  
Club of the year for  
2003, 2008, 2009



## BEHIND THE SCENES: HUBBARD HOUSE

Since 2002 the UNF Transportation & Logistics Society (TLS) and the [Propeller Club Port of Jacksonville](#) have collaborated to help make the holidays happier for the residents of [Hubbard House](#). The effort has been very successful over the years. In the early days the Propeller Club would donate \$250 towards ornaments, lights, and other items to decorate the lobby. The students would meet Propeller Club members the first Saturday of the month to transform the lobby of Hubbard House. In an effort to get more students involved, in 2005 the board of TLS started a toy drive for the children and collected personal items for the women at Hubbard House. Family and friends of TLS members, students, faculty and staff in the Coggin College of Business were asked to donate items for the residents of Hubbard House. This year students from the UNF Transportation & Logistics Society and Mike Sheklin from the Propeller Club delivered \$5,000 worth of gifts and gift cards to Hubbard House on Saturday, December 5, 2009.



Darline Bernheimer, Jann Clark, Robert Garcia, Christina Combs, Dr. Yemisi Bolumole (Director), Lynn Brown (Associate Director), Ben Richards (Chair), Patricia Graham, Mike Sheklin (Propeller Club)

## IMPORTANT SPRING DATES

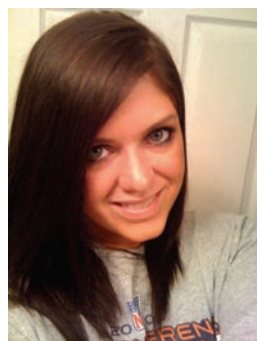
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|------------|---|
| Jan. 20    | First General TLS Meeting<br><a href="#">CSX</a> Lecture  |
| Jan. 22    | Tour— <a href="#">Vistakon: Johnson &amp; Johnson Vision Care</a><br>Career Day Registration Deadline |
| Jan. 27-30 | Case Competition Operation Stimulus—Denver, CO  |
| Jan. 29    | Deadline to turn in Career Day Resume   |

## PROFESSIONAL SPOTLIGHT: DR. FRANKEL

At first Dr. Frankel never dreamed about being a professor, but during his masters program three teachers independently suggested he consider the idea. Today, Frankel teaches one class each semester, and is the Chair for the Department of Marketing and Logistics at UNF. He thoroughly enjoys this integrated, never stagnant role. His tasks range widely from a hefty load of administrative work to being a teacher and an inadvertent role model; from actively networking with local businesses to developing and maintaining global relationships. However, this doesn't go to his head as Frankel is quick to say how thankful and lucky he is to have the best job in the world.



## GET TO KNOW:LINDSEY SCARAZZO



Transportation and Logistics was not my first major. Both of my parents are in the industry, but it took moving from Ohio to Florida to realize that this was the path I wanted to take. Moving to Jacksonville helped me realize what a booming industry we have down here, and the opportunities that are increasingly available. What really draws me to Logistics is that I never have the same day at work, and there is a great need for people my age in the industry. I joined TLS to learn more, and in addition I have been able to network with many professionals which has provided many opportunities to come my way. I am graduating this spring with a Bachelors in Logistics, and I can't wait to get out there and start my career in this exciting and evolving industry.